

MANPOWER RECRUITING SUCCESS

Sustaining an unprecedented record of success in filling our ranks with the highest quality of young men and women available is the hallmark of the Marine Corps Recruiting Command (MCRC). MCRC has consistently accomplished its recruiting mission for the past eight years for enlisted recruiting and 13 years for officer recruiting. These achievements provide us with the impetus to continue improving the recruiting process and enhance the quality of life for our recruiters.

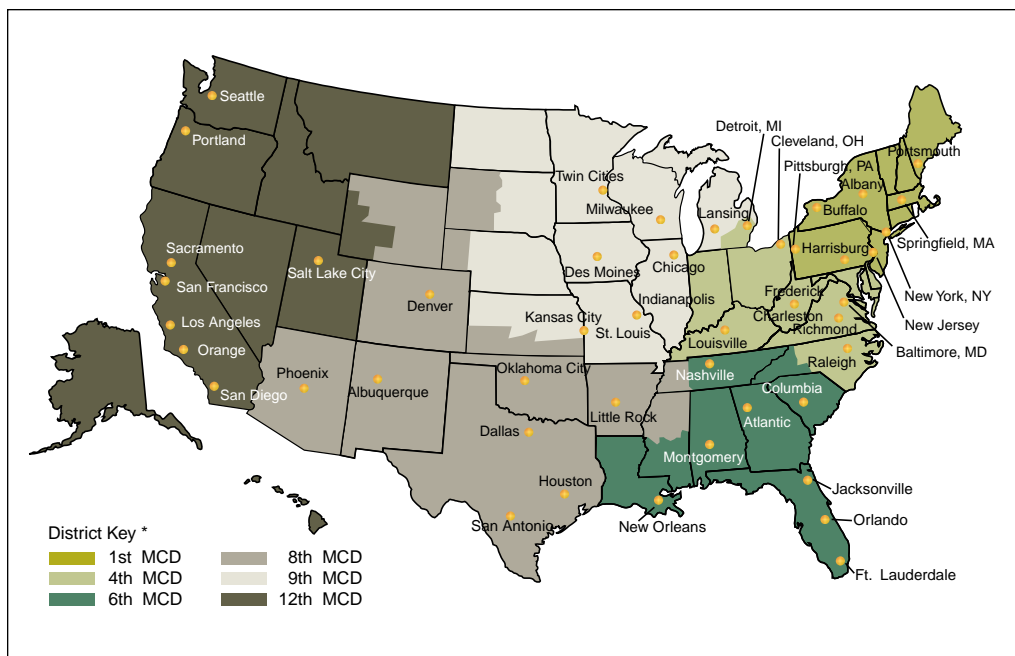
The key to our success remains the individual Marine recruiter, whose tireless efforts and dedication to the task have provided the Marine Corps with its next generation of warriors. Our Corps' recruiters are ambassadors to the American public, and they represent all the virtues of the Marine Corps in a single individual. They symbolize what our young applicants aspire to become.

Recruiting duty is unique and highly selective. Those chosen to become recruiters undergo extensive screening and are considered representative of the best of what the Marine Corps has to offer.

To continue to attract America's finest youth, MCRC has developed revolutionary marketing initiatives for use on the recruiting battlefield. These initiatives strategically place the Marine Corps' brand image in the most visible and most cost-efficient marketing venues available. Successfully conveying the Marine Corps' "Tough, Smart, Elite Warrior" brand image and its embodying benefits remains the key to increased awareness and positioning the Marine Corps with our target market and their principal influencers.

Advances in information and communications technology have enabled swift





dissemination of information that can quickly influence this audience. This ability has brought about a fundamental change in the way we market our Corps. MCRC uses an offensive strategy to penetrate the marketplace with unique advertising that conserves resources and, at the same time, successfully communicates our message. This approach to marketing is a strategic operation that will invariably shape the battlefield for current and future operations.

In FY 2003, the Marine Corps realized unprecedented recruiting success, achieving 103.5% of enlisted contracting and 100.1% of enlisted shipping objectives. Over 97.8% of those shipped to recruit training were Tier 1 high school graduates, well above DoD and Marine Corps stan-

dards of 90% and 95%, respectively. In addition, 70.5% were in the I-III upper mental group; again well above the DoD and Marine Corps standards of 60% and 63% respectively. For officers, 100% of objectives in all categories were achieved.

The culmination of the FY 2003 recruiting efforts enabled the Marine Corps Recruiting Command to continue a successful recruiting legacy that has spanned the better part of the last decade. In FY 2004, as force changes are developed to pursue the war on terrorism, MCRC foresees continued recruiting challenges. Arming our recruiters with the resources they need to forge the battle ahead is more important than ever.